

FRESNO STATE

Media, Communications and Journalism

The Media, Communications and Journalism Department prepares students for professional media, communications and journalism careers. Blending theory, professional practice and hands-on learning, MCJ builds ethical leaders who can think critically, write well, create effective messages, solve problems and thrive in changing environments. Offers B.A. Degree



MCJ DEGREE

MASS COMMUNICATION & JOURNALISM DEGREE
IN THE DEPARTMENT OF MEDIA, COMMUNICATIONS AND JOURNALISM



MAJOR OPTION AREAS

Advertising

Public Relations

Multimedia Production

Print/Digital Journalism

Broadcast Journalism

MINORS



UNITS

33

* Broadcast Journalism - 34 units



- Media Arts (18 units)
- Mass Communication and Journalism (18 units)

CERTIFICATES



Broadcast Meteorology Certificate (12 units)



STUDENT INVOLVEMENT

- Creating PR & video projects for community benefit organizations
- Fresno State Focus (student-run TV news)
- KFSR 90.7 FM / Fresno State Student Webcast
- Media, Communications and Journalism Internships
- The Collegian (student-run newspaper)
- TALK PR (student-run PR firm)
- Multimedia Production Service
- RTDNA (Radio Television Digital News Association)

MASS COMMUNICATION & JOURNALISM DEGREE

EXAMPLES OF COURSES OFFERED

- Advertising copywriting, sales, and campaigns
- Applied Media Research
- Audio Production
- Broadcast & Online News Writing
- Media Law and Ethics
- Media Performance
- Media News Writing
- Multimedia Production
- Photojournalism
- Podcasting
- PR Agency Practicum
- PR Campaigns
- PR Writing
- Reporting
- Scriptwriting
- Studio Production
- TV Newscast Reporting & Production
- Video Production



EXAMPLES OF CAREER PATHS

- Advertising professionals (in-house and agency, sales, account management, creative, etc.)
- Commercial video producers
- Documentarian
- Filmmaker
- News Anchor
- Photographer (news, commercial, etc.)
- Public relations practitioner (agency, corporate, government, non-profit, etc.)
- Reporter (news, investigative, sports, entertainment, multimedia, etc.)
- Screenwriter
- TV studio & field production (director/TD/camera/audio/graphics)

CONNECT

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#WeAreMCJ